

Phone Banking

Phone banks are one of the most commonly used forms of voter contact for voter identification and voter turnout. Phone banks can also be used to recruit volunteers, raise money and build crowds for events.

Phone Bank Location Checklist

- Is it safe?
- Does it have adequate heating and air conditioning?
- Does the building have enough phone lines?
- Are the acoustics good in the room?
- Is there a rest room available?
- Is there free or accessible parking?
- Can you get there by public transportation?
- Is the building accessible to the disabled?

Phone Bank Kit

- Sign in sheets
- Script
- Instructions
- Voter list on paper or computer list on computers
- Tally sheet
- Campaign Fact sheet
- Cue cards
- Volunteer cards

SAMPLE PHONE SCRIPT

“Hello, Mr./Mrs./Ms. _____. My name is _____,
and I’m a volunteer calling for _____. As you may know, (persuasion
message). “If the election were held today, do you think you’d vote for
_____?”

1. Training and supervision are critical.
2. Not everyone is suited for phone calling.
3. The phone-bank coordinator is responsible for making sure the phone bank is full.
4. The coordinator should schedule two to three shifts a day.
5. Remember to recruit twice as many volunteers as you have phones.
6. Determine which precincts or which voters are to be called each night.
7. The phone banks should make the calls in priority order.
8. It is the job of the volunteer coordinator to make sure that each phone bank location and volunteer has the right phone lists to call.
9. Clear instruction should be given on the method used by the campaign to mark the phone lists.
10. The marking systems should be displayed prominently on the walls in front of each phone.

VOLUNTEER PHONE BANK RULES

1. Smile – voters can tell
2. Stick to the script
3. Decide ahead of time if you are going to leave a message on an answering machine.
4. Use a uniform marking system
5. Don't get into prolonged discussions – move on
6. Allow for five rings
7. Ask to speak to an adult
8. If you get a wrong number, don't cross the name off. Try to find the correct number.